

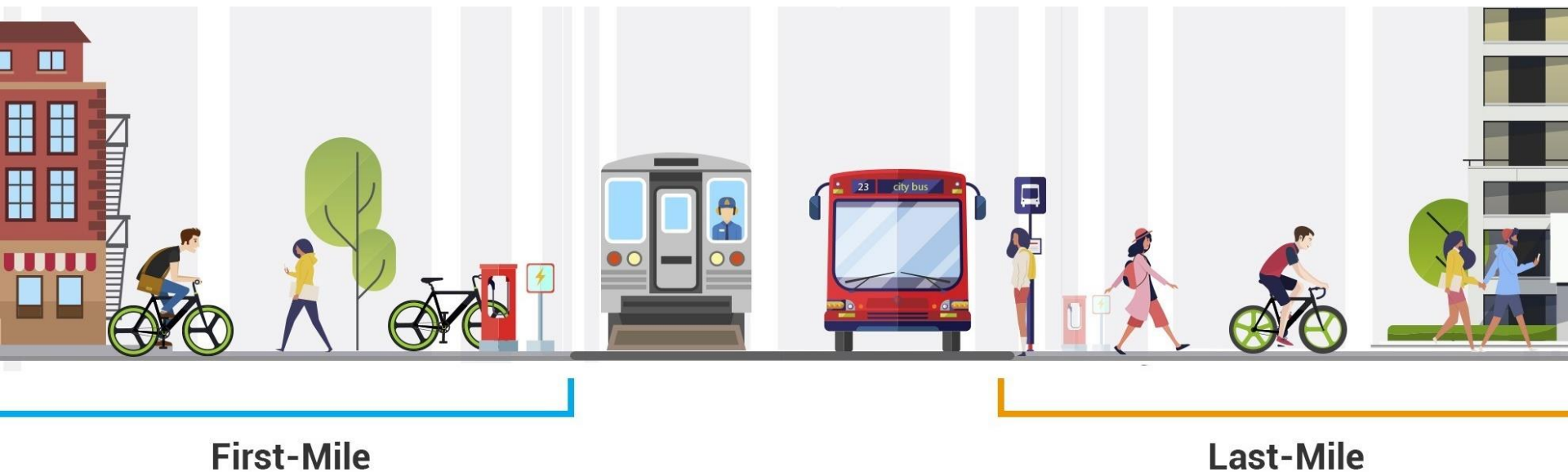
Agenda Item 8: Microtransit Software Agreement



January 18, 2023

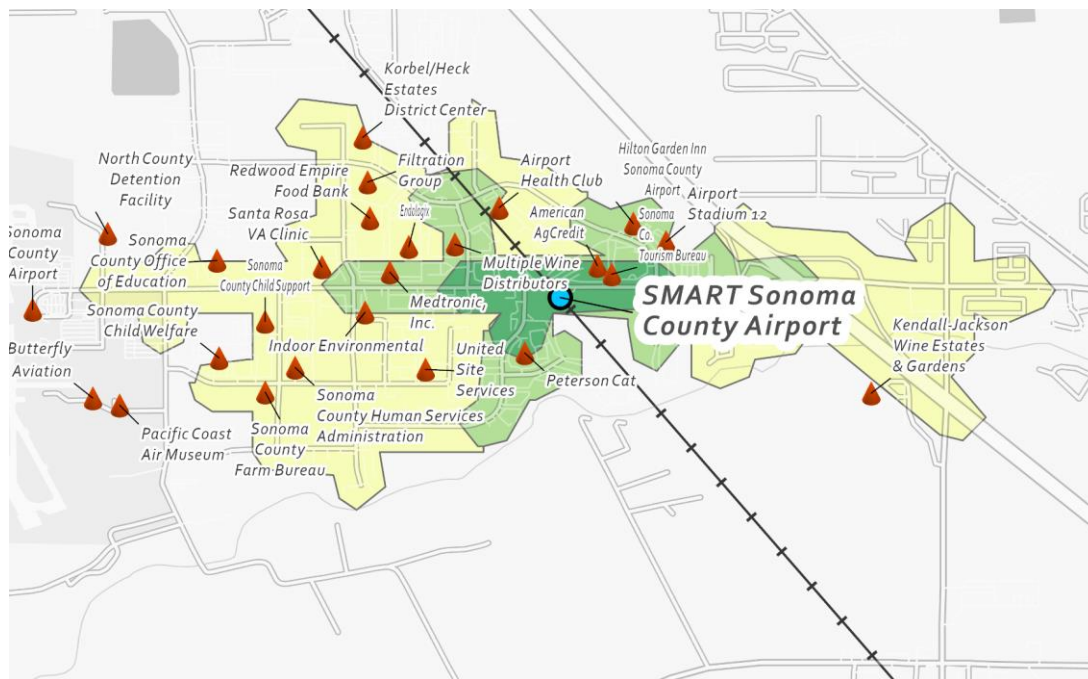
First-Last Mile Connection

- First-last mile connections to the SMART stations are essential for riders to conveniently access the system
- Solutions range from auto parking to bike-share, scooter-share, bike parking, convenient bus connections, and on-demand car and shuttle services



Sonoma County Airport Station

- The Airport SMART Station is 1.2 miles from the Airport Passenger Terminal
- Only connection options are walking, taxi/Uber/Lyft, or SCT Route 62
- Flight passengers are at an all-time high
- Over 3,000 employees and 1,000 residents within 1 mile of the station, with more projects in the pipeline



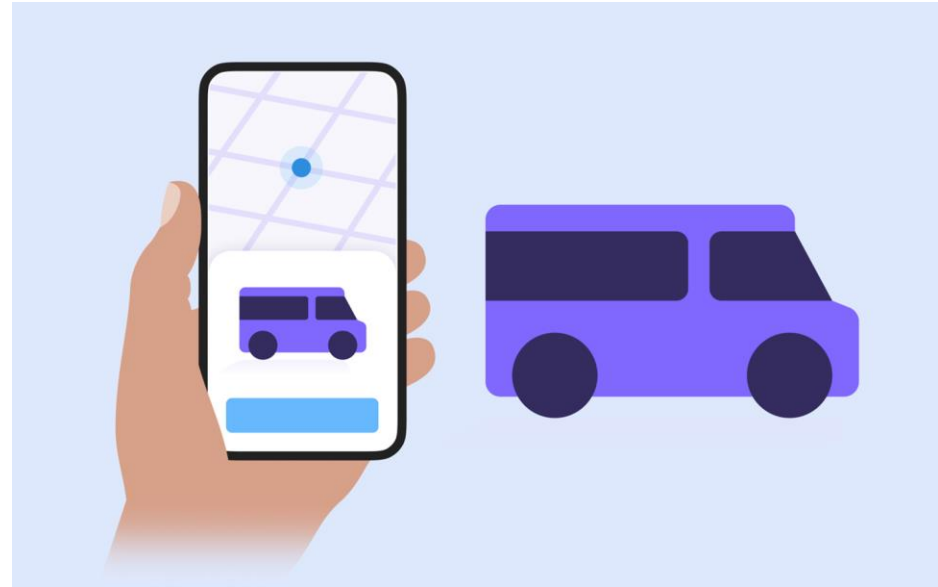
What is Microtransit?

- Microtransit uses the technology made popular by on-demand services such as Uber and Lyft to offer flexible routing for public transit
- Traditional transit picks up passengers at set stops and times
- On-demand microtransit creates efficient routing based on customer ride requests



Flexible, On-Demand Technology

- Riders request microtransit through a smartphone or call center and get an estimate of their pickup time
- Algorithm analyzes requests and dispatches trips dynamically, pooling people onto the vehicle along the way
- The routing is automated, flexible and efficient – with features like digital payment, seat reservations, and live traffic updates
- Passengers catch a ride from wherever they request the trip or a “virtual bus stop” for more efficient service



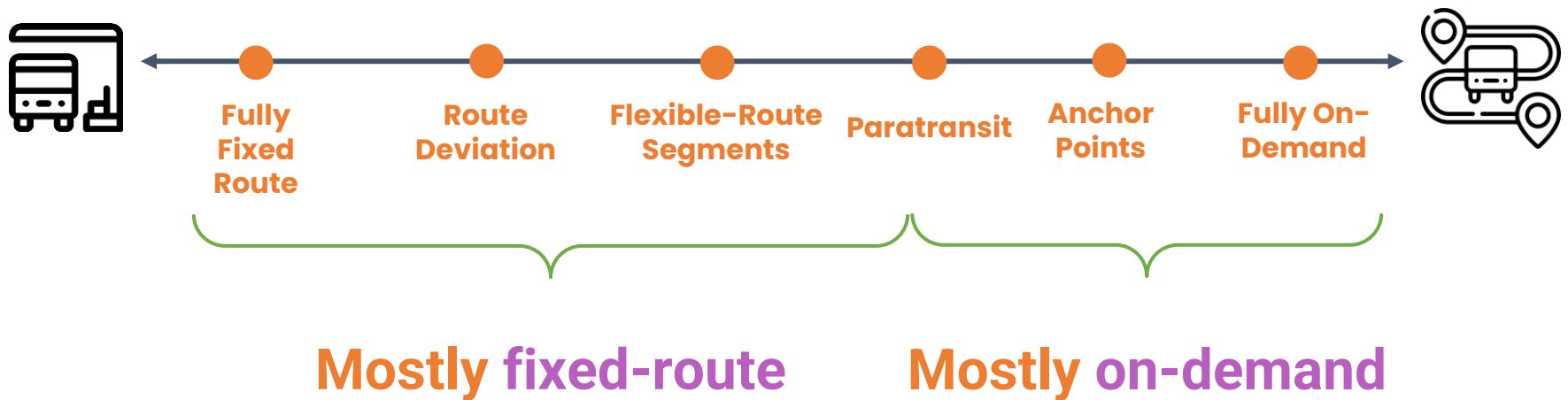
Microtransit Software

- **July 2022** – Board gave direction to issue RFP for both the microtransit software and the service provision, separately.
- **Sept 2022** – SMART issued RFP for microtransit software platform
- Received seven proposals
- Recommending **The Routing Company** as best value to SMART



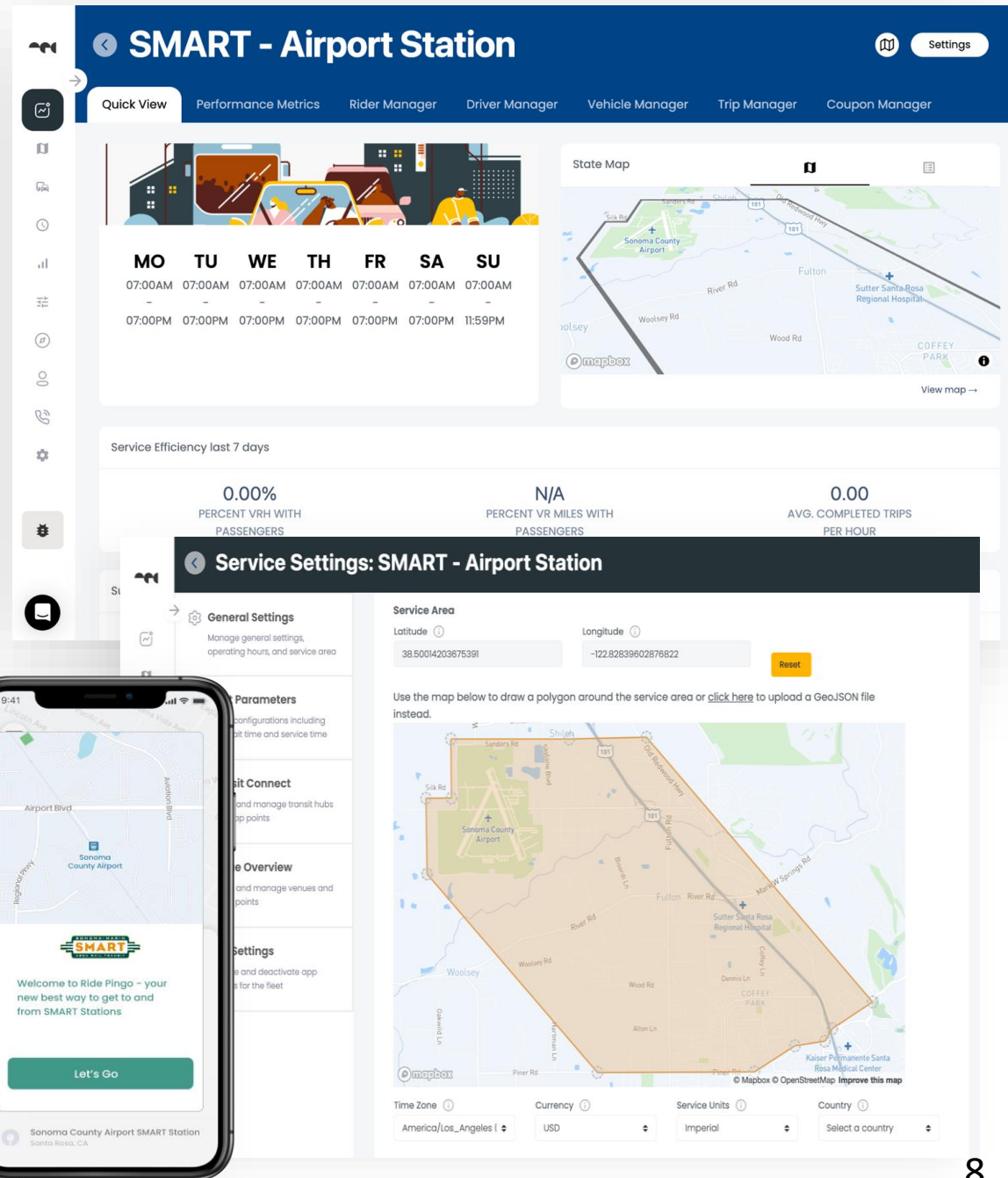
The Routing Company

Operate completely **flexible** transit.

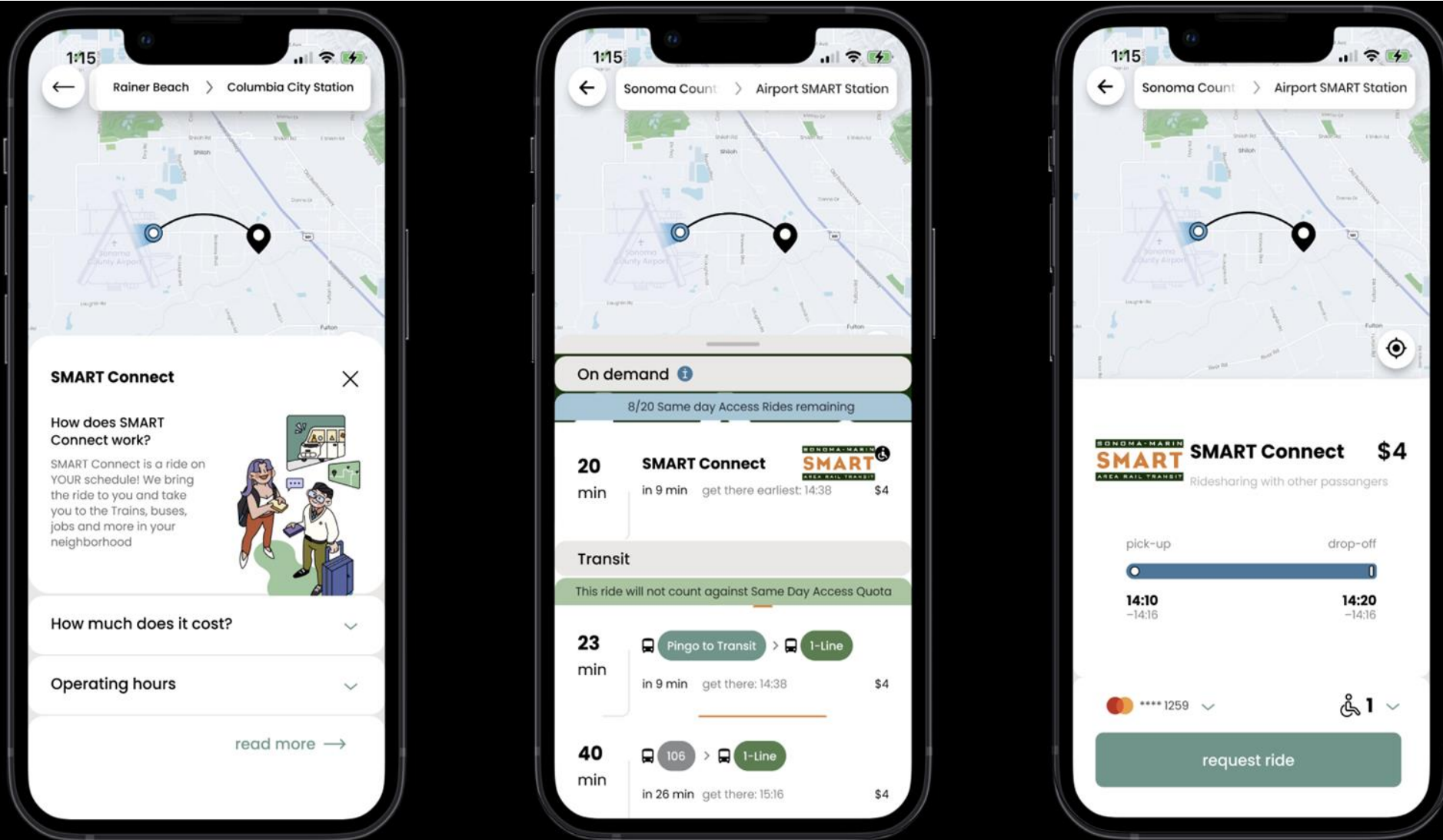


Features

- **Book Your Trip**
 - **Ride Pingo:** Transit Connect and Pingo Journey
- **Drive Pingo – Driver App**
 - dynamic scheduling and turn-by-turn, hands-free navigation
- **Agency Dashboard**
 - Creating Service Zones and Parameters
 - Performance/Data Reporting



Built for SMART.



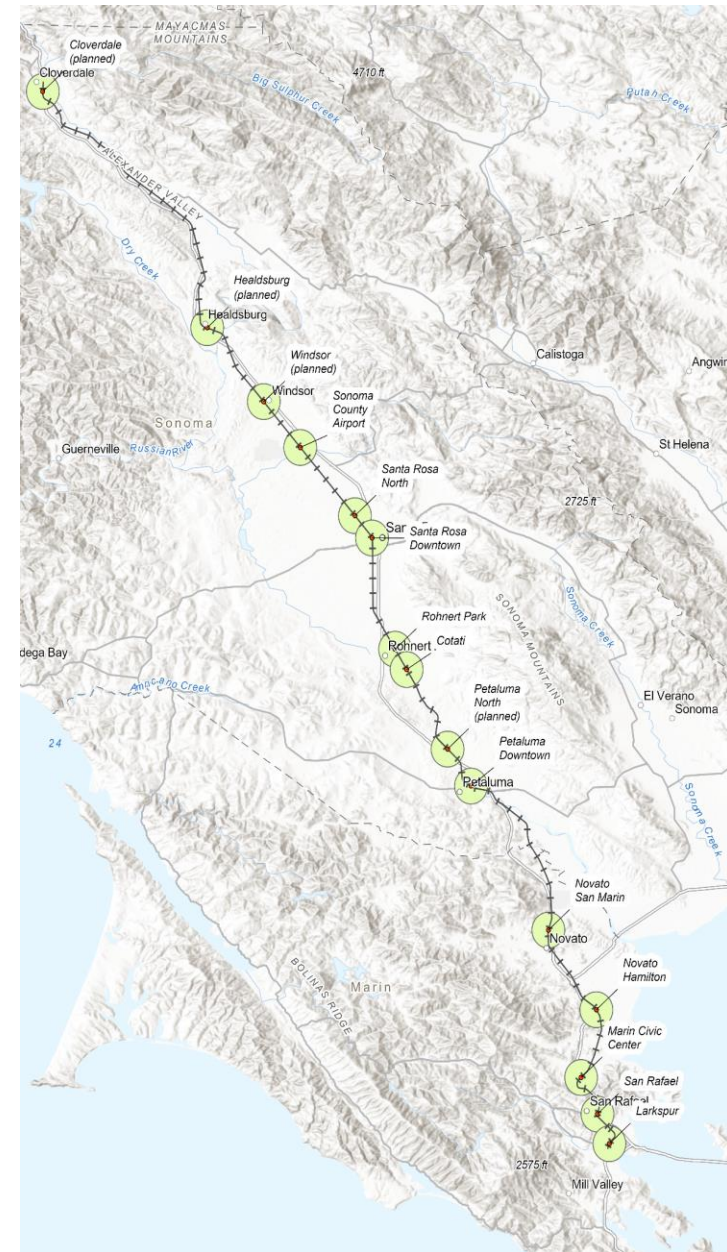
Next Steps

- Award contract to Routing Company for Microtransit Software (SAAS)
- Proceed with a procurement for an operator to run a shuttle at the Sonoma County Airport stop

Shuttle Operations:

- a) private contractor (through RFP)
- b) public transit partner (interagency agreement)

Goal: create a **scalable model** that can be adapted for microtransit shuttle provision at other SMART stations.



Recommendation

Authorize the General Manager to execute contract with The Routing Company to furnish, implement, customize, and maintain a Microtransit Software as a Service software platform and solution, for a total not-to-exceed amount of \$60,000.



Questions?

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